

ORDER



Orders
Order / Rev: 34856
Alt Order #: 08815452
Product Desc: NRCC IE 2012
Estimate: 2601
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 06/18/12 / 08/17/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: National Media Team
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: National Republican Congression
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	6	\$6,950.00	\$5,907.50
10/01/12	10/04/12	19	\$17,600.00	\$14,960.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	6	\$6,950.00	\$5,907.50	0.00
October 2012	19	\$17,600.00	\$14,960.00	0.00
Totals	25	\$24,550.00	\$20,867.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTVX-TV	5%	\$24,550.00
Market	100%	\$491,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	35%	\$171,850.00
KSTU	20%	\$98,200.00
KUCW	5%	\$24,550.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	35%	\$171,850.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/28/12	09/28/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$300.00	0.00							
E 2	KTVX	10/01/12	10/01/12		CM	7:00 AM-9:00 AM	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00

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Advertiser: National Republican Congression
 Product Desc: NRCC IE 2012
 Estimate: 2601
KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Good Morning America GMA 7a-9a														
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	M-----				1	\$300.00		0.00			
E 3	KTVX	10/02/12	10/02/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM -T-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----				1	\$300.00		0.00			
E 4	KTVX	10/03/12	10/03/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM --W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--W----				1	\$300.00		0.00			
E 5	KTVX	10/04/12	10/04/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM ---T---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	---T---				1	\$300.00		0.00			
E 6	KTVX	09/28/12	09/28/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM ----F--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--				1	\$500.00		0.00			
E 7	KTVX	10/01/12	10/01/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	M-----				1	\$500.00		0.00			
E 8	KTVX	10/02/12	10/02/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM -T-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----				1	\$500.00		0.00			
E 9	KTVX	10/03/12	10/03/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM --W----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--W----				1	\$500.00		0.00			
E 10	KTVX	10/04/12	10/04/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM ---T---	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	---T---				1	\$500.00		0.00			
E 11	KTVX	09/29/12	09/29/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM -----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NWS-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				1	\$500.00		0.00			
E 13	KTVX	09/28/12	09/28/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM ----F--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--				1	\$750.00		0.00			
E 14	KTVX	10/01/12	10/01/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM M-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	M-----				1	\$750.00		0.00			
E 15	KTVX	10/02/12	10/02/12		CM	6:30 PM-7:00 PM -T-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00

